

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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RIMS


RADIO IMPACT MEASUREMENT SERVICE

Unique, in-home, in-context test of radio commercials

Who We Are:

Gallup & Robinson, leaders in advertising and marketing research, is dedicated to providing superior communications research through innovation, experience and a tradition of client service. Founded in 1948 by pioneering researchers Drs. George Gallup and Claude Robinson, G&R originated many of the advertising research designs now standard in the industry. G&R has tested more than 200,000 ads across all media and product categories and maintains one of the richest databases about advertising effectiveness in the world.

How We Can Help:

G&R offers well-considered, research services that assess advertising efforts from the concept stage to in-market campaigns. Our comprehensive array of communications research techniques, designed to support all phases of development, includes the most validated and actionable anywhere to help clients build strong brands. We welcome the opportunity to present our capabilities in greater detail and to establish a long-term partnership with your company. 

Radio is becoming an increasingly important part of many brands' media schedules, but radio advertising is often not tested. Radio Impact Measurement Service (**RIMS**) is G&R's technique for testing commercials in actual radio programs under realistic exposure conditions. It can evaluate drive-time and non-drive-time commercials equally well. **RIMS** adheres to the basic Impact technique of door-to-door respondent screening in ten markets and test stimulus placement on tape or CD disk of a radio program consistent with target respondent tastes that contains test and filler commercials. By interviewing respondents by telephone the next day, it provides in-depth measures of delayed recall, persuasion and ad reaction, along with helpful full-sample diagnostics on an immediate exposure basis. Reports include tabulations of all data relative to norms, verbatim respondent playback, a performance summary and diagnostic analysis based on G&R proprietary database of success factors.

Key Benefits and Features:

- Unique measure of radio commercial performance
- Tests in realistic listening environment
- Employs full Impact battery of evaluative and diagnostic measures
- Norms available in major categories

Methodology

The Impact methodology includes a full spectrum of evaluative and diagnostic metrics. It begins with a systematic mapping of ten widely dispersed U.S. markets to ensure that we reach a representative survey sample. Our interviewers contact potential respondents door-to-door or, if low incidence, over the telephone and screen them for specified sample characteristics. Qualified respondents receive a test stimulus and are instructed to read it that day in their home as they normally would. Test ads are embedded with editorial content and clutter ads to simulate realistic reading conditions. The next day respondents are recontacted by telephone, confirmed as readers and taken through a structured interview. They do not refer to the test ad as they answer the questions covering our core metrics, which include brand intrusiveness (recall), idea communication, persuasion, brand rating and ad liking. Respondents are then asked to look at the test ad again and the diagnostic section of the interview is administered, containing both standardized and custom questions about ad reactions and brand attributes.